

## **Historic, Archive Document**

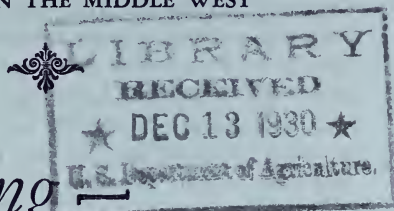
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62.27 -1930,  
**WATERLOO BULB FARMS**

**WATERLOO, IOWA**

**THE LARGEST GROWERS OF  
GLADIOLUS IN THE MIDDLE WEST**



*Introducing* —



**MR. WENDELL G. HEATON**

We are pleased to announce to our many friends that Mr. Wendell G. Heaton of Creston, Iowa, on October 1st, joined our force as assistant manager. Mr. Heaton has been in the Glad business ever since he was knee high to a grasshopper and knows thoroughly every phase of the industry. This experience has been augmented by one year at Simpson College, Indianola, Iowa, and two years of floriculture at Iowa State College, Ames, Iowa, and he comes to us very highly recommended.

The growing of the bulbs and the filling, packing and shipping of your orders is under his personal supervision.

# WONDERFUL "GLAD" BULBS

Fresno, Calif., June 16, 1930.

Waterloo Bulb Farms.

Dear Sirs: Last fall we ordered over a thousand Gladiolus bulbs from you and have wanted so many times to write you and tell you what wonderful bulbs and also what beautiful gladiolus blooms we have had from them. The climate we have here is very warm and most flowers do not grow extra well. I have seen a great many gladiolus this year and can say truthfully that none have been as nice as mine. A great many of my friends are going to send this year to your farm for their bulbs.

The collection I got out of the thousand is very wonderful. The spikes are from four and one-half to five feet tall, and you can most surely look forward to a very large order from us this fall.

Yours truly,

Mrs. Dave Aaron Rembold,  
968 Fenger Ave.,  
Fresno, Calif.

## OUR GUARANTEE

We will ship nothing but the highest grade stock. When your bulbs arrive, if you are not more than satisfied, send them back immediately and your refund will come by next mail.

## OUR PRICES ARE ROCK-BOTTOM

Our prices are the lowest obtainable anywhere for first class stock. As charge accounts, making out C. O. D. slips, etc., etc., all take time and would compel us to raise our prices, we request

Cash With Order, Please—No C. O. D.



## PLACE YOUR ORDER NOW

We begin shipping December 1st and continue throughout the winter as long as our supply lasts. It is always wise to order early. We never have enough bulbs to fill all orders and early ordering aids us in serving you.

Five per cent discount on all orders received before December 1st, 1930.

Save postage—use the enclosed envelope.

# FALL PRICES 1930 on "EXTRISTRONG" Gladiolus Bulbs

6 at dozen rate. 25 at 100 rate. 250 at 1000 rate.

## All Prices Prepaid in U. S. A.

		No. 1 1½-up	No. 2 1¼-1½	No. 3 1-1¼	No. 4 ¾-1	No. 5 ½-¾	No. 6 ¼-½
<b>Albania (Kemp) —</b>	1	.05	....	....	....	....	....
Pure white	12	.50	.40	.30	.25	.20	.10
	100	2.00	1.75	1.50	1.00	.75	.40
	1000	14.00	10.00	7.00	5.00	3.50	2.00
<b>Alice Tiplady (Kunderd)—Orange Prim.</b>	1	.05	....	....	....	....	....
	12	.50	.40	.30	.25	.20	.10
	100	2.00	1.75	1.50	1.00	.75	.50
	1000	17.50	12.50	9.00	7.00	5.00	3.00
<b>Anna Eberius (Diener)—Fine Purple</b>	1	.06	.05	....	....	....	....
	12	.50	.40	.30	.20	....	....
	100	3.00	2.40	1.75	....	....	....
	1000	20.00	15.00	12.00	....	....	....
<b>Arabia (Hinkle)—Dark red</b>	1	.06	.05	....	....	....	....
	12	.55	.45	.35	.30	.25	.15
	100	4.00	3.00	2.50	2.00	1.50	1.00
<b>Aflame (Hornberger)—Bright red</b>	1	.50	.35	.25	.20	.15	.10
	12	4.00	3.00	2.50	1.50	1.25	1.00
<b>Bengal Tiger (Pratt)—Red</b>	1	.08	.06	.05	....	....	....
	12	.75	.60	.50	....	....	....
	100	5.00	4.00	3.00	....	....	....
<b>Brilliant—Bright red</b>	1	.05	....	....	....	....	....
	12	.50	.40	.30	....	....	....
	100	2.50	2.00	1.50	....	....	....
<b>Break O' Day (Bill)—Early Pink</b>	1	.06	.05	....	....	....	....
	12	.60	.50	.40	.30	.20	.15
	100	3.00	2.50	2.00	1.50	1.00	.75
<b>Betty Nuthall (Salback)—Tall orange</b>	1	.50	.40	.35	.30	.25	.20
	12	5.00	4.00	3.50	3.00	2.50	2.00
<b>Butterboy (Kunderd)—Soft yellow</b>	1	.10	.08	.06	.05	....	....
	12	1.00	.75	.55	.50	.40	.25
	100	5.00	4.00	3.00	2.00	1.25	.80
<b>Captain Boynton (Boynton)—Tall lavender</b>	1	.07	.06	.05	....	....	....
	12	.70	.55	.45	.35	.25	.15
<b>Carmen Sylva (Decorah)—White</b>	1	.06	.05	....	....	....	....
	12	.60	.50	.40	.30	.20	.15
	100	4.00	3.00	2.50	2.00	1.50	1.00
<b>Chicago White (Kunderd)—White</b>	1	.05	....	....	....	....	....
	12	.50	.40	.30	.20	.15	.10
	100	3.00	2.25	1.75	1.00	.75	.50
<b>Chateau Thierry (Holland)—Red</b>	1	.06	.05	....	....	....	....
	12	.50	.40	.30	....	....	....
	100	2.50	2.00	1.50	....	....	....
	1000	18.00	12.50	10.00	....	....	....
<b>Choice Mixed</b>	12	.50	.40	.30	.20	.15	.10
	100	2.00	1.50	1.00	.75	.50	.35
	1000	12.00	10.00	7.50	6.00	4.00	2.50
<b>Copper Bronze (Kunderd)—Coppery bronze</b>	1	.10	.08	.06	.05	....	....
	12	1.00	.75	.55	.50	....	....
<b>Coral (Salback)—Coral prim</b>	1	.15	.10	.08	.06	....	....
	12	1.50	1.00	.75	.55	....	....
<b>Crinkles (Kunderd)—Rose pink</b>	1	.06	.05	....	....	....	....
	12	.60	.50	.40	.30	.20	.15
	100	5.00	3.75	2.75	2.00	1.50	1.00
<b>Crimson Glow (Betscher)—Crimson red</b>	1	.05	....	....	....	....	....
	12	.50	.40	.30	.20	.15	.10
	100	3.50	2.75	2.00	1.60	1.00	.75
	1000	20.00	14.00	10.00	7.50	....	....



All Prices Prepaid in U. S. A.

		No. 1 1½-up	No. 2 1¼-1½	No. 3 1-1¼	No. 4 ¾-1	No. 5 ½-¾	No. 6 ¼-½
<b>Dr. F. E. Bennett</b>	1	.10	.08	.06	.05	....	....
(Diener)—Bright	12	.75	.60	.50	.40	.30	.20
scarlet	100	6.00	5.00	4.00	3.00	2.00	1.50
<b>Dr. Nelson Shook</b>	1	.25	.15	.10	....	....	....
(Kunderd)—Deep	12	2.25	1.50	1.00	....	....	....
Rose							
<b>Early Sunrise (Hol-</b>	1	.10	.07	.06	.05	....	....
land)—Early Sal-	12	.90	.75	.55	.40	.30	.20
mon	100	5.00	4.00	3.00	2.00	1.25	.75
<b>E. J. Shaylor (Kun-</b>	1	.05	....	....	....	....	....
derd)—Rose pink	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.25	1.00	.75
	1000	....	15.00	12.00	9.00	7.50	5.00
<b>Evelyn Kirtland</b>	1	.05	....	....	....	....	....
(Austin)—Pink	12	.50	.40	.30	.20	.15	.10
	100	4.00	3.00	2.25	1.75	1.25	.75
<b>Emile Auburn (Le-</b>	1	.15	.12	.10	.08	.06	.05
moine)—Smoky	12	1.50	1.25	1.00	.75	.60	.50
Rose							
<b>Flaming Sword (Hol-</b>	1	.05	....	....	....	....	....
land)—Brilliant	12	.50	.40	.30	.20	....	....
Red	100	2.50	2.00	1.50	1.00	....	....
<b>Geraldine Farrar</b>	1	.25	.20	.15	.10	.07	.05
(Diener)—Blueish	12	2.00	1.75	1.25	1.00	.70	.50
Lavender							
<b>Giant Nymph (Cole)</b>	1	.05	....	....	....	....	....
man)—Light pink	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.50
	1000	20.00	14.00	12.00	8.00	6.00	4.00
<b>Gold Eagle (Austin)</b>	1	.10	.08	.06	....	....	....
—Tall yellow	12	.90	.75	.55	.40	.30	.20
<b>Golden Dream (Groff)</b>	1	.25	.20	.15	.10	....	....
—Deep yellow	12	2.00	1.50	1.00	.75	.50	.35
<b>Golden Frills (Kun-</b>	1	.10	.08	.06	.05	....	....
derd)—Ruffled	12	1.00	.75	.60	.50	.40	.30
yellow	100	7.50	6.00	5.00	3.50	2.00	1.25
<b>Golden Swallow (Kun-</b>	1	.10	.08	.06	.05	....	....
derd)—Ruffled	12	.90	.75	.55	.50	.40	.25
Prim.							
<b>Halley (Holland)—</b>	1	.05	....	....	....	....	....
Salmon pink	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.50
	1000	18.00	12.50	10.00	8.00	6.00	4.00
<b>Henry Ford (Diener)</b>	1	.05	....	....	....	....	....
—Bright purple	12	.50	.40	.30	.20	.15	.10
	100	3.50	2.75	2.25	1.50	1.00	.75
<b>Herada (Diener)—</b>	1	.06	.05	....	....	....	....
Mauve	12	.60	.45	.35	.25	.15	.10
	100	3.50	2.75	2.00	1.50	1.00	.75
	1000	....	....	....	10.00	7.50	5.00
<b>Illuminator (Gen.</b>	1	.08	.06	.05	....	....	....
Bulb Co.)—Car-	12	.75	.55	.45	.35	.25	.15
mine	100	4.50	3.50	2.75	2.00	1.25	.75
<b>Jane Addams (De-</b>	1	.40	.30	.20	.15	.10	.06
corah)—Large	12	3.50	2.75	2.25	1.50	1.00	.60
lavender							
<b>Jewell (Holland)—</b>	1	.05	....	....	....	....	....
Pink, yellow throat	12	.50	.40	.25	....	....	....
	100	3.00	2.00	1.50	....	....	....
<b>Joe Coleman (Kun-</b>	1	.06	.05	....	....	....	....
derd)—Ruffled red	12	.55	.45	.35	.25	.15	.10
	100	3.00	2.50	2.00	1.50	1.00	.75
	1000	25.00	....	....	10.00	7.50	5.00

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		No. 1 1½-up	No. 2 1¼-1½	No. 3 1-1¼	No. 4 ¾-1	No. 5 ½-¾	No. 6 ¼-½
<b>John T. Pirie (Kunderd)—Mahogany brown</b>	1 12 100	.06 .60 4.50	.05 .50 3.75	.... .40 3.00	.... .30 2.00	.... .20 1.50	.... .15 1.00
<b>Kunderd's Yellow Wonder (Kunderd)—Tall yellow</b>	1 12 100	.10 1.00 7.50	.08 .75 6.00	.06 .60 4.50	.... .50 3.00	.... .40 2.00	.... .30 1.50
<b>Le Marechal Foch—(Holland)—Light pink</b>	1 12 100 1000	.06 .50 2.50 ....	.05 .40 2.00 ....	.... .30 1.75 ....	.... .20 1.00 7.50	.... .15 .75 5.00	.... .10 .50 3.00
<b>Longfellow (Decorah)—Fine pink</b>	1 12 100	.10 1.00 6.00	.08 .75 5.00	.06 .60 4.00	.05 .50 3.00	.... .40 2.00	.... .25 1.50
<b>Los Angeles (Houdy-shell)—Bright pink</b>	1 12 100 1000	.6 .50 2.50 22.00	.05 .40 2.00 15.00	.... .30 1.75 12.00	.... .25 1.50 10.00	.... .15 .75 6.00	.... .10 .50 4.00
<b>Lucette—Ivory white</b>	1 12 100 1000	.06 .50 2.50 17.50	.05 .40 2.00 ....	.... .30 1.50 ....	.... .20 1.25 ....	.... .15 .75 5.00	.... .10 .50 3.00
<b>Maiden's Blush—Light pink Prim.</b>	1 12 100	.05 .50 2.50	.... .40 2.00	.... .30 1.50	.... .20 1.00	.... .15 .75	.... .10 .50
<b>Mammoth White United Bulb Co.)—A white Phipps</b>	1 12	2.50 25.00	2.00 20.00	1.75 17.50	1.50 15.00	.... ....	.... ....
<b>Marie Kunderd (Kunderd)—Ruffled white</b>	1 12 100	.06 .60 4.50	.05 .50 3.75	.... .40 3.00	.... .30 2.25	.... .25 1.75	.... .15 1.00
<b>Minuet (Coleman)—Exhibition lav.</b>	1 12	.40 4.00	.35 3.50	.25 2.50	.20 2.00	.15 1.50	.10 1.00
<b>Mixed Bulbs—Many colors and hues</b>	12 100 1000	.50 2.00 12.00	.40 1.50 10.00	.30 1.00 7.50	.20 .75 6.00	.15 .50 4.00	.10 .35 2.50
<b>Marocco (Pfitzer)—Almost black</b>	1 12	1.50 15.00	1.25 12.50	1.00 10.00	.80 8.00	.65 6.50	.50 5.00
<b>Marmora (Errey)—Slatey blue</b>	1 12	.50 5.00	.40 4.00	.30 3.00	.25 2.50	.20 2.00	.15 1.50
<b>Mrs. Elizabeth Swartley (Swartley)—Salmon</b>	1 12 100 1000	.06 .50 4.00 ....	.05 .40 3.00 ....	.... .30 2.00 ....	.... .25 1.50 ....	.... .20 1.00 5.00	.... .15 .50 3.50
<b>Mrs. H. E. Bothin (Diener)—Tall pink</b>	1 12 100	.06 .50 3.00	.05 .40 2.50	.... .30 2.00	.... .25 1.50	.... .20 1.00	.... .15 .60
<b>Mrs. F. C. Peters (Fischer)—Fine lavender</b>	1 12 100 1000	.06 .50 3.00 25.00	.05 .40 2.50 20.00	.... .30 2.00 15.00	.... .25 1.50 10.00	.... .15 1.00 7.50	.... .10 .70 6.00
<b>Mrs. Francis King (Kunderd)—Flame pink</b>	1 12 100 1000	.05 .50 2.50 18.00	.... .40 2.00 12.50	.... .30 1.50 10.00	.... .20 1.00 7.50	.... .15 .60 5.00	.... .10 .40 3.50
<b>Mrs. Leon Douglas (Diener)—Large pink</b>	1 12 100	.10 .60 4.50	.08 .50 3.00	.06 .40 2.50	.05 .30 2.00	.... .25 1.50	.... .15 1.00
<b>Mrs. Frank Pendleton (Kunderd)—Red throated pink</b>	1 12 100	.05 .50 3.00	.... .40 2.50	.... .30 2.00	.... .20 1.50	.... .15 1.00	.... .10 .75
<b>Mr. W. H. Phipps (Diener)—Large pink</b>	1 12 100	.10 .75 5.00	.08 .60 4.00	.06 .50 3.00	.05 .40 2.50	.... .30 1.50	.... .20 1.00

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		No. 1 1½-up	No. 2 1¼-1½	No. 3 1-1¼	No. 4 ¾-1	No. 5 ½-¾	No. 6 ¼-½
<b>Myra (Glad Bill)—</b>	1	.06	.05	....	....	....	....
<b>Salmon prim.</b>	12	.55	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.60
<b>Nineteen Ten Rose</b>	1	.06	.05	....	....	....	....
<b>(Kunderd)—Beau-</b>	12	.55	.50	.40	.30	.25	.15
<b>tiful rose</b>	100	3.00	2.50	2.00	1.50	1.00	.75
	1000	18.00	12.50	10.00	7.50	6.00	5.00
<b>Orange Wonder</b>	1	.75	.60	.50	.40	.30	.25
<b>(Kemp)—Wonder-</b>	12	7.00	6.00	5.00	4.00	3.00	2.00
<b>ful orange</b>							
<b>Orange Queen (Pfit-</b>	1	.06	.05	....	....	....	....
<b>zer)—Coppery</b>	12	.50	.40	.30	.20	.15	.10
<b>orange</b>	100	3.00	2.00	1.50	1.25	1.00	.75
	1000	20.00	15.00	12.50	10.00	7.50	5.00
<b>Pfitzer's Triumph</b>	1	.50	.40	.30	.20	.15	.10
<b>(Pfitzer)—Giant</b>	12	4.00	3.00	2.50	2.00	1.50	1.00
<b>scarlet</b>							
<b>Peace (Holland)—</b>	1	.06	.05	....	....	....	....
<b>Tall white</b>	12	.50	.40	.30	.20	.15	.10
	100	3.00	2.50	2.00	1.50	1.00	.75
	1000	....	....	....	9.00	7.00	5.00
<b>Peach Rose (Kun-</b>	1	.10	.08	.06	.05	....	....
<b>derd)—Rose pink</b>	12	.90	.75	.60	.50	....	....
	100	5.00	4.00	3.00	....	....	....
<b>Pinkie (Davis)—</b>	1	.06; .05	....	....	....	....	....
<b>Soft pink</b>	12	.50	.40	.30	.25	.20	.10
	100	2.50	2.00	1.50	1.25	1.00	.75
<b>Pride of Wanakah</b>	1	.20	.15	.10	....	....	....
<b>(Coleman)—Tall</b>	12	1.75	1.40	1.00	.60	.40	.25
<b>rose</b>							
<b>Prince of Wales (Hol-</b>	1	.06	.05	....	....	....	....
<b>land)—Salmon</b>	12	.50	.40	.30	.20	.15	.10
<b>pink</b>	100	2.50	2.00	1.50	1.00	.75	.60
	1000	....	....	....	....	6.00	4.00
<b>Purple Glory (Kun-</b>	1	.10	.08	.06	.05	....	....
<b>derd)—Ruffled</b>	12	.75	.50	.40	.30	.25	.20
<b>dark red</b>	100	5.00	4.00	3.00	....	....	....
<b>Richard Diener (Die-</b>	1	.10	.08	.06	.05	....	....
<b>ner)—Salmon pink</b>	12	.60	.50	.40	....	....	....
	100	4.50	3.00	....	....	....	....
<b>Romance (Kunderd)</b>	1	.06	.05	....	....	....	....
<b>—Orange red</b>	12	.55	.40	.30	.25	.20	.10
	100	4.50	3.00	2.00	1.50	1.25	.75
<b>Rose Ash (Diener)—</b>	1	.05	....	....	....	....	....
<b>Old rose</b>	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	....	....	....
	1000	25.00	17.50	....	....	....	....
<b>Rose Precose (Hol-</b>	1	.07	.06	.05	....	....	....
<b>land)—Deep pink</b>	12	.60	.50	.35	.25	.15	.10
	100	3.00	2.00	1.50	....	....	....
<b>Ruffled Gold (Good-</b>	1	.75	.60	.50	.40	.30	.20
<b>rich)—Ruffled yel-</b>	12	6.00	5.00	4.50	3.50	2.50	1.75
<b>low</b>							
<b>Scarlet Wonder</b>	1	.06	.05	....	....	....	....
<b>(Cowee)—Blood</b>	12	.50	.40	.30	.20	.15	.10
<b>red</b>	100	3.00	2.50	2.00	1.50	1.00	.75
<b>Scarlet Princeps</b>	1	.05	....	....	....	....	....
<b>(Kunderd)—A</b>	12	.50	.40	.30	.20	.15	.10
<b>good red</b>	100	2.50	2.00	1.50	1.00	.75	.50
	1000	18.00	12.50	10.00	7.50	5.00	3.50
<b>Sheila (Coleman)—</b>	1	.06	.05	....	....	....	....
<b>Salmon pink</b>	12	.50	.40	.30	.20	.15	.10
	100	4.00	3.00	2.40	1.50	1.00	.75
	1000	20.00	16.00	12.00	....	....	....



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		No. 1 1½-up	No. 2 1¾-1½	No. 3 1-1¾	No. 4 ¾-1	No. 5 ½-¾	No. 6 ¼-½
<b>Schwaben (Holland)</b>	1	.06	.05	....	....	....	....
—Sulphur yellow	12	.50	.40	.30	.20	.15	.10
	100	3.00	2.00	1.50	1.25	.75	.60
	1000	25.00	17.50	12.50	10.00	6.00	4.00
<b>Smedley's Choice Mix</b>	12	.50	.40	.30	.20	.15	.10
Our Friendship	100	2.00	1.50	1.00	.75	.50	.35
Maker	1000	12.00	10.00	7.50	6.00	4.00	2.50
<b>Scarlane (Kunderd)</b>	1	.05	....	....	....	....	....
—Fine scarlet	12	.50	.40	.30	.25	....	....
	100	2.50	2.00	1.50	....	....	....
	1000	18.00	14.00	10.00	....	....	....
<b>Souvenir (Jonkheer)</b>	1	.05	....	....	....	....	....
—Deep yellow prim.	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.50
	1000	18.00	12.50	10.00	8.00	5.00	3.00
<b>Sweet Rose (Kunderd)</b>	1	.07	.06	.05	....	....	....
—Rose pink	12	.70	.60	.50	.40	.30	.20
	100	5.00	4.00	3.00	2.00	1.50	1.00
<b>Twilight (Kunderd)</b>	1	.05	....	....	....	....	....
—Ruffled cream	12	.50	.40	.30	.20	.15	.10
	100	3.00	....	....	....	1.00	.90
<b>Tycko Zang (Austin)</b>	1	.06	.05	....	....	....	....
—Brilliant pink	12	.50	.40	.30	.20	.15	.10
	100	4.00	3.00	2.00	1.50	1.00	.75
<b>Victor (Errey)—</b>	1	.50	.40	.30	.20	....	....
Intense red	12	5.00	4.00	3.00	....	....	....
<b>Virginia (Kunderd)</b>	1	.05	....	....	....	....	....
—Scarlet Princeps	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.50
	1000	18.00	12.50	10.00	7.50	5.00	3.50
<b>Veilchenblau (Pfitzer)</b>	1	.50	.40	.30	.20	.15	.10
—Violet blue	12	4.50	3.75	3.00	2.00	1.50	1.00
<b>Wilbrink—Light pink</b>	1	.05	....	....	....	....	....
(Holland)	12	.50	.40	.30	.20	.15	.10
	100	2.50	2.00	1.50	1.00	.75	.60
	1000	17.50	12.00	10.00	6.00	5.00	3.00
<b>Wolverine—Coral</b>	1	.05	....	....	....	....	....
pink	12	.50	.40	.30	.20	.15	.10
	100	3.00	2.50	2.00	1.50	1.00	.60
<b>Wotan (Diener)—</b>	1	.50	.40	.30	.20	.15	.10
Fine pink	12	4.50	3.00	2.00	....	....	....
<b>Yellow Treasure (Aus-</b>	1	.07	.06	.05	....	....	....
tin)—Fine yellow	12	.60	.50	.40	.30	.25	.20

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We will not substitute contrary to your wishes.

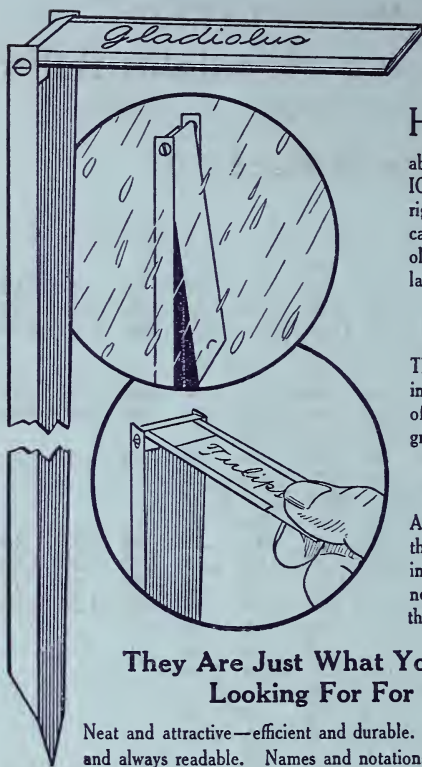
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T. D. SMEDLEY, Proprietor

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12 inch		18 inch	
Per Dozen . . . . .	\$1.50	Per Dozen . . . . .	\$1.95
Per 25 . . . . .	3.00	Per 25 . . . . .	3.90
Per 50 . . . . .	5.00	Per 50 . . . . .	5.75
Per 100 . . . . .	8.50	Per 100 . . . . .	10.00
Painted green for 25c per hundred		Painted green for 50c per hundred	
Priced even lower in larger quantities.			

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